Kiley Saunders | Senior Copywriter copykiley.me | copykiley@gmail.com

2020-2022/
2023-Current

Freelance

Senior Copywriter
Agencies: FCB Chicago, Mosaic North America, Dealer Inspire, sole proprietor
Brands: Starbucks, cars.com, Cox, Lola, Itzy Ritzy
Projects: social/broadcast video conception & scripting, radio, shopper/retail in-store copy, landing pages, case studies, blog writing, copyediting

2022-2023

Boosted Commerce

Senior Copywriter
Brands: Vital Vitamins, Luna Blankets, Happy Healthy Hippie, ava, Two Sisters Spa
Projects: Brand guidelines creation, web copy, brand and product naming, on-pack and technical copywriting, all Amazon-affiliated content, blog writing

2016-2020

Havas Chicago

Intern -> Senior Copywriter
Brands: Ragu, Orbitz, Nando's, ConAgra, Coca-Cola, Bertolli, Reynold's Wrap, Moen, Mike's Hard Lemonade, AutoZone
Projects: Full-scale 360 campaigns: social, OOH, radio, print, experiential, national broadcast. All the retainer duties. Various pitches (ideation, writing, and presenting).

2012-2015

University of Illinois at Urbana-Champaign

BS in Advertising, College of Media
James Scholar
Early Graduate
Creative Concepts Program